



**European Union**

European Regional  
Development Fund



## TENDER SPECIFICATION

**TENDER TITLE: Pro-Connect Programme - Event Partner**

**ERDF PROJECT: Creative England Hertfordshire Pro-Connect Programme**

**TENDER REF:HPC/2016/001**

SUBJECT TO CONTRACT

November 2016

Please read carefully the instructions and answer all questions. If you have any queries regarding completing of the response please email [emma.stewart@creativeengland.co.uk](mailto:emma.stewart@creativeengland.co.uk). We reserve the right to distribute the response provided to your question to other interested applicants via a public Questions and Answers Log.

## BACKGROUND

Creative England is in the process of contracting for the provision of the Hertfordshire ProConnect Project which is part funded by the European Regional Development Fund (ERDF). Creative England is leading the delivery of the Hertfordshire ProConnect programme and is seeking delivery partners to provide venues for different elements of programme activity.

This programme will provide meaningful specialist support to SMEs working in or in the supply chain to the film and TV production industry in Hertfordshire. The programme will deliver a series of workshops and one-to-one interactions leading to economic growth for programme beneficiaries. These will deliver advice, support and guidance to help the companies plan better growth and new business strategies. They will also introduce the companies to industry buyers - at the appropriate level in the supply chain - to forge connections with new, potential customers and secure contracts. Project beneficiaries must be based within the Hertfordshire area. Working with a number of partners and industry specialists, Creative England wishes to procure an Event Partner to:

- Provide event space, facilities and catering for 8 large events throughout the lifetime of the programme (an estimate of 2 in 2017 and 3 annually in 2018 and 2019).
- Provide event space, facilities and refreshments for 24 medium sized workshops/seminars throughout the lifetime of the programme (spread across 2017, 2018 and 2019).

## REQUIREMENTS OF THE BRIEF

The requirements are as follows:

### Large Events

The large events are likely to include a mixture of seminars, exhibition areas and networking opportunities.

### Venue and Associated Services – 8 Large Events:

- 2 large event to be held in 2017 and a maximum of 3 large events to be held in, 2018 and 2019. All large events will be held in the evening and we will generally need to have access to the venue space from 4.00-10.00PM.
- First event to be held in 2017 (date tbc).
- Dates for further events to be agreed with winning tenderer.
- Event space/function room to hold up to 200 standing delegates (no delegate seating is necessary). (If a panel type Q&A session is held then provision of stage and seating for up to 5 speakers may be required).
- Supply of AV equipment – projector, screen, microphone, speakers. Exact requirements may differ between events but as a minimum we will require our event presenters to be able to hook-up their laptops to venue equipment to enable presentations to be made to the delegates.
- Light catering to be provided at large events - such as sandwiches/light bites/salad option and including tea/coffee and water for up to 200 delegates at each event (final numbers to be provided prior to the event).

- Provision of a 'pay as you go' bar to enable participants to purchase their own alcoholic beverages if desired. However, our events budget cannot be used to pay for alcohol.
- Venue security staff.
- Venue dressing as appropriate to the event (to be agreed in advance if required with winning tenderer.)
- Provision of sufficient tables/chairs/linen for exhibitors would be advantageous, though not essential. We will like to be able to offer space for up to 5 Exhibitors at each large event.

### Medium Events

The medium events are likely to include a mixture of seminars and specialist workshops in a classroom style layout.

#### Event Hosting for 24 Medium Sized Workshops/Seminars:

- 24 medium events to be held across 2017, 2018 and 2019. All medium events will be held during working hours (9-5). The workshops themselves are likely to last between 2-3 hours, but we will need to have use of the venue for 4 hours for each booking.
- First event to be held in spring 2017 (exact date to be agreed with winning tenderer).
- Dates for further 23 events to be agreed with winning tenderer.
- Event space to hold up to 40 seated delegates (including provision of sufficient delegate seating).
- Light catering such as sandwiches/light bites/salad option and including tea/coffee and water to be provided for up to 40 delegates at each event (final numbers to be provided prior to the event).
- Supply of AV equipment – projector, screen, microphone, speakers, lectern. We will require our event presenters to be able to hook-up their laptops to venue equipment to enable presentations to be made to the delegates.

## BUDGET

We are looking for a “whole fully costed solution”, for event services as detailed above. Tenders should include within their pricing all associated costs and overheads such as: venue hire & room dressing, provision of necessary AV equipment, security services, sufficient tables, chairs and linen. Please quote prices including VAT on an annual basis, for three years. A breakdown for each element of the service will be required. The contract will be for a 12 month period, subject to renewal for a further 12 months based on performance.

The maximum budget available for this tender (over the three year period) is £67,500 inclusive of VAT for all three types of venue over the three year period.

Large Events: £19,200 incl. VAT

Medium Events (workshops): £45,000 incl. VAT

## TIMESCALES

The table below outlines the timescales for this tender and delivery of the project. This is an indicative timetable and, whilst Creative England does not intend to depart from the timetable, it reserves the right to do so at any stage.

Issue of Specification	8/11/2016
Deadline for Submission of Questions	25/11/2016
Deadline for Submission of Tenders	<b>02/12/16 17.00 PM</b>
Tender Evaluation/Scoring & Shortlist Completion	W/C 05/12/2016
Interview/Site Visits (if required for clarification)	W/C 05/12/2016
Preferred Bidder Identified & Notified	W/C 12/12/2016
Feedback to All Bidders	W/C 12/12/2016

## ELIGIBILITY CRITERIA

Please note that Creative England is only able to accept tenders from organisations who can meet the following eligibility criteria:

- Event space must be located in the Hertfordshire area.
- Event space must be accessible to wheelchair users and be able to provide accessible toilet facilities.
- Tendering organisations must be able to offer event solutions for both the large and medium sized events as detailed in the above brief.
- Event space must be located near to public transport links (within 15 minute walk from venue).

## HOW TO APPLY

Please submit a full proposal to Emma Stewart via post to the address below, clearly noting 'TENDER REF:HPC/2016/001' on the tender envelope. Proposals should include an overall quote and an accompanying budget identifying costs for each strand of activity.

Creative England Ltd  
1<sup>st</sup> Floor College House  
32-36 College Green  
Bristol  
BS1 5SP

Successful applicants will demonstrate:

- A track record of success hosting events of a similar scale;
- Proven track record of building effective event solutions;
- Good understanding of the business context and business services environment;
- Ability to work flexibly as part of a team.

## AWARD CRITERIA

An evaluation team will consider all tenders correctly submitted by the tender deadline. The team will score bids with a view to shortlisting a maximum of 3 potential providers for the site visit/interview stage, if required. The evaluation team will take into consideration the following scoring criteria:

- Proposals fully meet the 'Eligibility Criteria' listed above (Pass/Fail)
- Proposals include the requested information as stated under 'How to Apply' (20% of Score – Max 20 Points)
- Realistic budget that demonstrates value for money, and extent to which proposals offer a "whole fully costed solution" (20% of Score – Max 20 Points)
- Suitability of event space(s) proposed for hosting events (20% of Score – Max 20 Points)
- Extent to which bidder offers an event solution against the brief requirements (20% of Score – Max 20 Points)

- Extent to which bidder offers additionality over and above the brief requirements (further value add to promote the creative industries) (20% of Score – Max 20 Points)

Creative England will evaluate all proposals on the basis of the “most economically advantageous proposal”. Creative England does not bind itself to accept the lowest tender or indeed any tender submitted and reserves the right to accept any tender in whole or in part. The overall evaluation process will be conducted in a fair and equitable manner, so that Creative England is able to consider the value for money of each proposal. This means that different clarification/information may be sought from different applicants.

## TECHNICAL NOTES

### NO CONTRACT

No information contained in this specification or in any communication made between Creative England, and the project partners and any supplier in connection with this specification shall be relied upon as constituting a contract, agreement or representation that any contract shall be offered in accordance with this specification. Creative England reserves the right, subject to the appropriate procurement regulations, to change without notice the basis of, or the procedures for, the competitive tendering process or to terminate the process at any time. Under no circumstances shall Creative England incur any liability in respect of this specification or any supporting documentation.

You accept Creative England’s Terms and Conditions of Business and Requirements of ERDF Funding.

### QUERIES ABOUT THE PROCUREMENT

Creative England will not enter into detailed discussion of the requirements at this stage. Any questions about the procurement should be submitted by e-mail to the contact stated at the top of page 2. If Creative England considers any question or request for clarification to be of such significance that all potential suppliers who have responded should be made aware of it, both the query and the response will be communicated to them, in a suitably anonymous form. All responses received and any communication from service providers will be treated in confidence.